



UNMASKING HTML EMAILS

Level 4 - Targeting Specific Clients

Word-based rendering engines have issues



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- Text is too big

CHRISTINE:
both screenshots first,
then text is too big, then
line height is too big

Line height is too big



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Outlook 2013-specific issues



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Line height is too big

Target specific Outlook versions

Conditional comments are used to execute code in specified versions of Outlook.

All Outlook

```
<!--[if mso]>  
...  
<![endif]-->
```

Outlook 2000 - Version 9

Outlook 2002 - Version 10

Outlook 2003 - Version 11

Outlook 2007 - Version 12

Outlook 2010 - Version 14

Outlook 2013 - Version 15

Outlook Using Word

```
<!--[if gte mso 12]>  
...  
<![endif]-->
```


Target specific Outlook versions

Conditional comments are used to execute code in specified versions of Outlook.

Outlook 2000 - Version 9

Outlook 2002 - Version 10

Outlook 2003 - Version 11

Outlook 2007 - Version 12

Outlook 2010 - Version 14

Outlook 2013 - Version 15

Outlook Using Word

```
<!--[if gte mso 12]>  
...  
<![endif]-->
```


Adjusting font size in Outlook 2007 and 2010

Target Outlook 12 and 14 to reduce the font size with CSS.

2007 and later

2010 and earlier

email.html

```
...
<!--[if gte mso 12 && lt mso 15]>
  <style>
    .email-slogan {
      font-size: 24px !important;
      line-height: 24px !important; }
  </style>
<![endif]-->
...
```

 2007



line-height is too big

 2010



Correct line height with a vendor property

There is a special Outlook property that can help fix line height problems

email.html

```
...  
<!--[if gte mso 12]>  
  <style>  
    td {  
      mso-line-height-rule: exactly; }  
  </style>  
<![endif]-->  
...
```

Vendor property



This property is only consistent when applied to table elements.

  2007



Line height is better

  2010



Adjust padding based on line height

The title text shifted to the top in the example.



Too much space



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email.html

```
...
<!--[if gte mso 12]>
  <style>
    ...
    .email-title {
      padding-bottom: 0 !important;
    }
  </style>
<![endif]-->
...
```



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Clipping can occur on inline elements

The Word preprocessor ignores line height on inline elements.

email.html

14px is being applied to the spans

```
<td style="...
    font-size: 14px;
    line-height: 14px;">
  <span class="email-tickets-category"
    style="...
      font-size: 28px;
      line-height: 28px;">
    Adults</span>
  <span class="email-tickets-price"
    style="...
      font-size: 32px;
      line-height: 32px;">
    15</span>
  pesos
</td>
```

These line heights are ignored
because we set mso-exactly

Identify the largest value



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Set the containing cell's line height

Add a class to the containing elements and line height for the Word preprocessor.

email.html

```
<!--[if gte mso 12]>
  <style>
    ...
    .email-tickets {
      line-height: 32px !important;
    }
  </style>
<![endif]-->
...
<td class="email-tickets">
  <span ...>Adults</span>
  <span ...> 15</span> pesos
</td>
...
<td class="email-tickets">
  <span ...>Ninos</span>
  <span ...> 10</span> pesos
</td>
...
```



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Outlook 2013 and empty cells

If a cell is empty, Outlook 2013 ignores the height.

email.html

```
...  
<tr>  
  <td height="4"  
    style="font-size: 4px;  
      line-height: 4px;">  
    &nbsp;  
  </td>  
</tr>  
<tr>  
  <td bgcolor="#fcfbfd"  
    height="3"  
    style="font-size: 3px;  
      line-height: 3px;">  
    &nbsp;  
  </td>  
</tr>  
...
```

Adding a non-breaking space
fixes the layout issue

Adding a non-breaking space
fixes the layout issue

If the cell is empty

If the cell has
anything in it

2013



2013



Outlook 2013 applies line height to images

Font size and line height need to be set to the height of the image to avoid gaps.

Mind the gap

Outlook 2013



email.html

```
...  
<td style="font-size: 18px;  
line-height: 18px;">  
  <img ... />  
</td>  
...  
<td style="font-size: 18px;  
line-height: 18px;">  
  <img ... />  
</td>  
...
```



Outlook 2013



Our email with conditional styles



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